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1 1. A laminate comprising
2 a substrate having at least one broad surface, and
3 a layer of hook-engageable material having a basis
4 weight of less than about 4 ounces per square yard and
5 comprising a generally sheet-form web body having a first
6 surface laminated to said at least one outer broad surface
7 of the substrate and a second surface from which hook-
8 engageable fibers or yarns extend.

1 2. The laminate of claim 1 wherein said hook-
2 engageable material has a basis weight of about 2 ounces or
3 less per square yard.

1 3. The laminate of claim 1 in which the hook-
2 engageable material includes a binder resin anchoring the
3 hook-engageable fibers or yarns and constituting between
4 about 20% and 40% of the weight of the material.

1 4. The laminate of claim 1 wherein said material
2 comprises a stretched material, stabilized in its stretched
3 condition.

1 5. The laminate of claim 1 wherein the material
2 comprises a non-woven material.

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1 6. The laminate of claim 1 wherein the material is
2 a non-woven material that has substantially varied areal
3 density of fibers over its surface.

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1 7. The laminate of claim 6 wherein said non-woven
2 material comprises areas with high areal density of fibers
3 interspersed with areas with low areal density of fibers,
4 the ratio of high to low areal densities being at least four
5 to one.

1 8. The laminate of claim 1 wherein the material
2 comprises a knit material in which yarns form hook-
3 engageable loops.

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1 9. The laminate of claim 1 further comprising a
2 graphic design printed upon a surface of the laminate and
3 disposed to be visible by viewing said second surface of the
4 web body from which the hook-engageable fibers or yarns
5 extend.

1 10. The laminate of claim 9 in which said graphic
2 design at least partially comprises printing residing on the
3 hook-engageable fibers or yarns of the material, or on the
4 second surface of the web body from which the hook-
5 engageable fibers or yarns extend, or on the opposite
6 surface of the web body, or on the outer broad surface of
7 the substrate, or on combinations thereof.

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1 11. The laminate of claim 6 having an image printed
2 on the second side of the non-woven material, from which the
3 hook-engageable fibers extend, wherein an image visible from
4 the surface of the material comprises the effects of light
5 reflected by printing on said second surface of the material
6 and light reflected by printing on said hook-engageable
7 fibers.

1 12. The laminate of claim 9 or 11 wherein the image
2 comprises resolved features of the order of less than a few
3 millimeters.

1 13. The laminate of claim 9 wherein said graphic
2 design at least partially comprises printing residing on
3 said hook-engageable fibers or yarns of the material.

1 14. The laminate of claim 9 wherein said graphic
2 design at least partially comprises printing residing on the
3 second surface of the web body from which the hook-
4 engageable fibers or yarns extend.

1 15. The laminate of claim 9 wherein said graphic
2 design at least partially comprises printing residing on
3 said first surface of the web body, the material being at
4 least partially transparent such that the design can be seen
5 through the material.

1 16. The laminate of claim 9 wherein said at least
2 one outer broad surface of the substrate to which the
3 material is laminated is continuous and said graphic design
4 is at least partially printed on said outer broad surface of
5 the substrate, the material being at least partially
6 transparent so that the design can be seen through the
7 material.

1 17. The laminate of claim 1 comprising a disposable
2 sheet.

1 18. The laminate of claim 1 in which the substrate
2 comprises at least a corrugated core.

1 19. The laminate of claim 18 in which the substrate
2 comprises a smooth sheet side of a corrugated board.

1 20. The laminate of claim 18 in which the substrate
2 comprises a corrugated core laminated at its spaced apart
3 flute regions to said hook-engageable material.

1 21. The laminate of claim 1 wherein the substrate
2 is selected from the group consisting of paper, wood,
3 synthetic foam, chipboard, wallboard, metal, plastic, and
4 cork.

1 22. A merchandise display comprising at least one
2 laminate according to claims 1 or 9 and merchandise having
3 loop-engageable hooks, the hooks releasably securing the
4 merchandise to said hook-engageable fibers or yarns.

1 23. A merchandise display comprising at least one
2 laminate according to claims 1 or 9 and decorative material
3 having loop-engageable hooks, the hooks releasably securing
4 the decorative material to said hook-engageable fibers or
5 yarns.

1 24. A corrugated board comprising
2 a first outer layer,
3 a second outer layer,
4 a core comprising at least one middle corrugated
5 layer, wherein the first and second outer layers are
6 laminated to the core, and
7 wherein at least one of the outer layers comprises
8 or is laminated to hook-engageable material having a
9 generally sheet-form web body, said web body having an outer
10 surface from which hook-engageable fibers or yarns extend.

1 25. The corrugated board of claim 24 wherein said
2 hook-engageable material is a hook-engageable material
3 having a basis weight of less than about 4 ounces per square
4 yard.

1 26. The corrugated board of claim 25 wherein said
2 hook-engageable material has a basis weight of about 2
3 ounces or less per square yard.

1 27. The corrugated board of claim 24 wherein said
2 material comprises a non-woven material.

1 28. The corrugated board of claim 24 wherein said
2 material comprises knit material.

1 29. The corrugated board of claim 24 wherein said
2 material comprises a stretched material, stabilized in its
3 stretched condition by a cured binder.

1 30. The corrugated board of claim 24 wherein the
2 material is a non-woven material which has substantially
3 varied areal density of fibers over its surface.

1 31. The corrugated board of claim 30 wherein said
2 non-woven material comprises areas with high areal density
3 of fibers and areas with low areal density of fibers, the
4 ratio of high to low areal densities being at least four to
5 one.

1 32. The corrugated board of claim 24 further
2 comprising a graphic design printed on a surface of the
3 corrugated board disposed to be visible by viewing said
4 outer surface of the web from which hook-engageable fibers
5 or yarns extend.

1 33. The corrugated board of claim 32 in which the
2 printed design resides at least partially on said hook-
3 engageable fibers or yarns.

1 34. The corrugated board of claim 32 in which the
2 printed design resides at least partially on a surface of
3 the web body opposite to said outer surface of the web from
4 which hook-engageable fibers or yarns extend, the material
5 being at least partially transparent such that the design
6 can be seen through the material.

35. A display system comprising
a set of corrugated board panels, wherein at least
some of the panels are cooperatively constructed to be
assembled as a self-supporting structure, and
a continuous layer of hook-engageable material
having a basis weight of less than about 4 ounces per square
yard and comprising a generally sheet-form web body having a
first surface laminated to at least one surface of at least
one of the corrugated board panels and a second surface from
which hook engageable fibers or yarns extend, said fibers or
yarns being exposed for engagement by loop-engageable hook
fasteners secured to an object.

1 36. The display system of claim 35 wherein said
2 material comprises a non-woven material.

1 37. The display system of claim 36 in which the
2 non-woven material is a needled material.

1 38. The display system of claim 35 in which the
2 material is a knit material.

1 39. The display system of claim 35 wherein said
2 material comprises a substantially stretched material,
3 stabilized in its stretched condition by a cured binder.

1 40. The display system of claim 35 wherein the
2 material is a non-woven material having varied areal density
3 of fibers over its surface.

1 41. The display system of claim 35 wherein said non-
2 woven material comprises areas with high areal density of
3 fibers and areas with low areal density of fibers, the ratio
4 of high to low areal densities being at least four to one.

1 42. The display system of claim 35 wherein said
2 hook-engageable material has a basis weight of about 2
3 ounces or less per square yard.

1 43. The display system of claim 35 further
2 comprising a graphic design printed upon a surface of the
3 display in position to be visible by viewing said second
4 surface of the material from which hook-engageable fibers
5 extend.

1 44. A merchandise or trade show booth comprising
2 a display system, comprising laminated panels of
3 corrugated board that include material having hook-
4 engageable fibers or yarns as an outer surface and wherein
5 said panels of corrugated board are configured to be
6 attached together with loop-engageable hooks engaged with
7 fibers or yarns of the material to form a self-supporting
8 structure.

1 45. A display comprising
2 a continuous layer of hook-engageable material
3 having a basis weight of less than about 4 ounces per square
4 yard and comprising a generally sheet-form web body having
5 first and second oppositely directed surfaces and hook-
6 engageable fibers or yarns extending from at least the first
7 of said surfaces, said fibers or yarns being exposed for
8 releasable engagement by hook fasteners associated with an
9 object, and
10 a substrate having a broad surface laminated to the
11 second of said surfaces of the hook-engageable material.

1 46. The display of claim 45 constructed and
2 arranged to be suspended freely from a support, the display
3 having dimensional stability sufficient to support the
4 weight of objects secured thereto without significant
5 distortion of the display.

1 47. The display of claim 45 wherein said hook-
2 engageable material has a basis weight of about 2 ounces or
3 less per square yard.

1 48. The display of claim 45 wherein said material
2 is a non-woven or a knit.

1 49. A banner or flag comprising
2 a dimensionally stable non-stretchable hook-
3 engageable material shaped in the form of a banner or flag
4 and having a basis weight of less than about 4 ounces per
5 square yard and comprising a generally sheet-form web body
6 having first and second oppositely directed surfaces and
7 hook-engageable fibers or yarns extending from at least the
8 first of said surfaces.

1 50. The banner or flag of claim 49 wherein a
2 graphic design resides upon a surface of the hook-engageable
3 material.

1 51. The banner or flag of claim 50 in which the
2 graphic design is at least partially printed on the hook-
3 engageable material.

1 52. The banner or flag of claim 50 in which the
2 graphic design is at least in part a separable member
3 attached by loop engageable hooks to the material.

1 53. The banner or flag of claim 50 in which the
2 material is at least partially transparent so that the
3 design is visible from both surfaces of the material.

1 54. The banner of flag of claim 49 wherein said
2 material comprises a needled non-woven material.

1 55. The banner or flag of claim 49 wherein said
2 material comprises a stretched material, stabilized in its
3 stretched condition by a cured binder.

1 56. The banner or flag of claim 49 wherein the
2 material is a non-woven material having varied areal density
3 of fibers over its surface.

1 57. The banner or flag of claim 56 wherein said
2 non-woven material comprises areas with high areal density
3 of fibers and areas with low areal density of fibers, the
4 ratio of high to low areal densities being at least four to
5 one.

1 58. The banner or flag of claim 49 wherein said
2 hook-engageable material has a basis weight of about 2
3 ounces or less per square yard.

1 59. The banner or flag of claim 49 in which the
2 material is a knit.

1 60. The banner or flag of claim 49, constructed to
2 be suspended from a support surface.

1 61. The banner or flag of claim 60 wherein said
2 material is releasably attached to the support surface by
3 engaging fibers or yarns of the material with hook fasteners
4 of the support surface.

1 62. An object comprising
2 a dimensionally stable hook-engageable non-
3 stretchable material having a basis weight of less than
4 about 4 ounces per square yard and comprising a generally
5 sheet-form web body having first and second oppositely
6 directed surfaces and hook-engageable fibers or yarns
7 extending from at least the first of said surfaces, and a
8 graphic design residing upon a surface of the material in
9 position to be visible by viewing said surface of the
10 material from which hook-engageable fibers or yarns extend.

1 63. The object of claim 62 wherein said material
2 comprises a needled non-woven material.

1 64. The object of claim 62 wherein said material
2 comprises a stretched material, stabilized in its stretched
3 condition by a cured binder.

1 65. The object of claim 62 wherein the material is
2 a non-woven material having varied areal density of fibers
3 over its surface.

1 66. The object of claim 65 wherein said non-woven
2 material comprises areas with high areal density of fibers
3 and areas with low areal density of fibers, the ratio of
4 high to low areal densities being at least four to one.

1 67. The object of claim 62 wherein said hook-
2 engageable material has a basis weight of about 2 ounces or
3 less per square yard.

1 68. The object of claim 62 wherein such hook-
2 engageable material is knit.

1 69. The object of claim 62 wherein said graphic
2 design is defined by at least one discrete member having
3 loop-engageable hooks, the hooks releasably securing the
4 graphic design to said surface of the material from which
5 the hook-engageable fibers extend.

1 70. The banner of claim 62 wherein said graphic
2 design is printed upon a surface of the material.

1 71. A method of forming a display system comprising
2 the steps of:
3 providing a sheet of a hook-engageable material
4 having a basis weight of less than about 4 ounces per square
5 yard and comprising a generally sheet-form web body having
6 first and second oppositely directed surfaces and hook-
7 engageable fibers or yarns extending from at least the first
8 of said surfaces, and
9 laminating said second surface of the material to a
10 substrate.

1 72. The method of claim 71 comprising, during some
2 stage of forming the laminate, printing a graphic design at
3 least partially on at least one of said surfaces of the
4 laminate, the characteristics of the material and printing
5 selected such that the graphic design can be seen by viewing
6 the outer surface of the material.

1 73. The method of claim 71 wherein said material
2 comprises a needled non-woven material.

1 74. The method of claim 71 wherein said non-woven
2 material comprises a stretched material, stabilized in its
3 stretched condition.

1 75. The method of claim 71 wherein the non-woven
2 material has varied areal density of fibers over its
3 surface.

1 76. The method of claim 71 wherein said non-woven
2 material comprises areas with high areal density of fibers
3 and areas with low areal density of fibers, the ratio of
4 high to low areal densities being at least four to one.

1 77. The method of claim 71 in which the material is
2 a knit.

1 78. The method of claim 71 wherein said hook-
2 engageable material has a basis weight of about 2 ounces or
3 less per square yard.

1 79. A method of forming a material useful in a
2 display system comprising
3 providing a sheet of a hook-engageable non-woven
4 material having a basis weight of less than about 4 ounces
5 per square yard and comprising a generally sheet-form web
6 body having first and second oppositely directed surfaces
7 and hook-engageable fibers extending from at least the first
8 of said surfaces, and
9 printing a graphic design at least partially on a
10 surface of the non-woven material.

1 80. The method of claim 79 in which the non-woven
2 material comprises a needled stretched and stabilized non-
3 woven material.

1 81. The method of claim 71 or 79 wherein the step
2 of printing comprises flexographic printing.

1 82. The method of claim 71 or 79 wherein the step
2 of printing comprises dye sublimation printing.

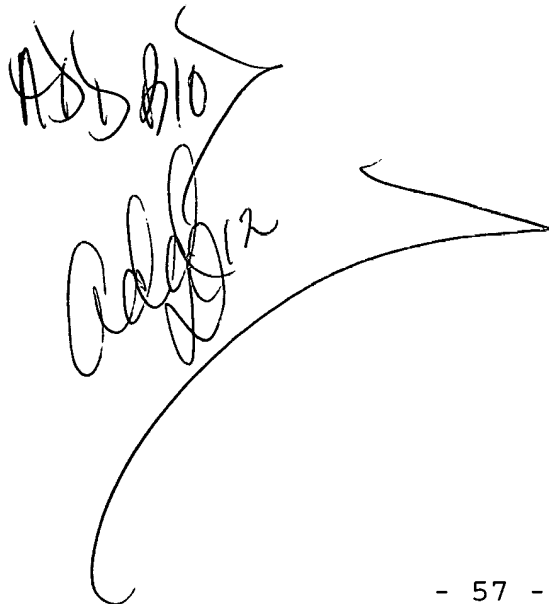
1 83. The method of claim 71 or 79 wherein the step
2 of printing comprises screen printing.

1 84. The method of claim 71 or 79 wherein the step
2 of printing comprises electrostatic printing.

1 85. The method of claim 71 or 79 wherein the step
2 of printing comprises ink-jet printing.

1 86. A floor runner carrying printing on its upper
2 surface and having a hook-engageable lower surface.

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